

113年度「永續生活實踐計畫」
2024 Sustainable Living Action Plan

創意企劃書
Creative business proposal

計畫名稱 Project Name : _____

系所名稱 Department Name : _____

指導老師 Advisor : _____

學生聯絡人 Student(Contact Person) : _____

● **注意事項 Notice :**

1. 創意企劃書為審查的主要文件，請參賽隊伍發揮創意細心撰寫。
The creative proposal is the main document for review, please teams put your creativity and attention to detail into writing it.
2. 請參照如下格式撰寫4-6頁為原則之企劃書，檔案需小於20MB，以 PDF 文件為限。
Please follow the format below and write a proposal of 4-6 pages as a principle. The file size should be less than 20MB and in PDF format only.
3. 企劃書請自行留存檔案，主辦單位不提供複製或影印。
Please keep a copy of the proposal file as the organizer will not provide copying or photocopying services.

<p>問題界定 Problem Definition</p>	<p>請說明所欲解決的問題為何？相關研究或產品的發展現況為何？ Please describe the problem to be solved and the current status of related research or product development.</p>
<p>動機與目的 Motivation and Objectives</p>	<p>依循上述問題，具體說明創意的構想來源(如參考文獻、是否為碩博士研究論文/課程報告等) Please provide specific details about the source of the creative concept, such as references or whether it is based on a thesis or course report.</p>
<p>作品說明 (含文字) Description of the proposal (including text)</p>	<p>請運用圖/文清楚描述您的作品，包含作品的運作說明、實用價值、重要性及主要功能等。 Please use clear illustrations/text to describe your proposal, including operational instructions, practical value, significance, and main functions.</p>
<p>參考資料</p>	<p>作品設計時若參考其他資料，請務必詳列參考資料。</p>

References	If other materials were referenced during the design of the work, please provide a detailed list of the references.

I. 計畫進度規劃：(不敷使用可自行增列)

Project Schedule Plan (Additional columns may be added as needed)

(2024)月份 (2024)month	04	05	06	07	08	09
預期達成進度檢核點 Expected Achievements Checkpoints						
例：產出外帶餐具使用習慣調查表1份 Example: Produce 1 survey on the usage habits of takeaway utensils.						
例：完成計算與比較各材質非一次性餐具之碳里程 Example: Complete the calculation and comparison of the carbon footprint of non-disposable tableware made from various materials.						
例：完成雛形開發與使用者試用分析調查 Example: Complete prototype development and user trial analysis survey.						
例：完成餐具設計改良與小量試產 Example: Complete tableware design improvement and small-scale trial production.						
例：完成成果報告書1份 Example: Complete 1 final report.						

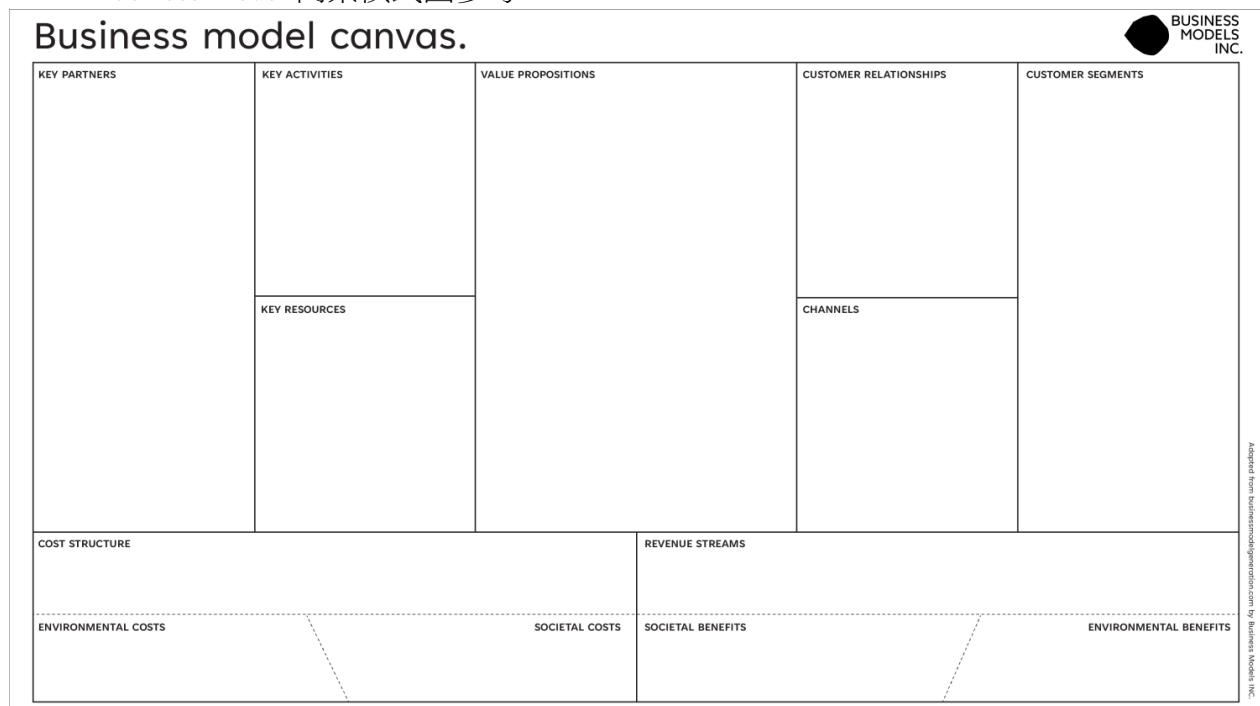
II. 經費編列需求 Budget Requirements

項目 Project	單價 Price	數量 Quantity	總價 Total price	補充說明 Supplementary Explanation
合計 Total				

III. 預期成果之可行性評估：(可參考使用 Business Model 商業模式圖等方式評估作品之可行性。) Feasibility assessment of expected outcomes: You can use the Business Model Canvas or other methods to evaluate the feasibility of the project.

評估項目 Evaluation items.	(請簡單扼要、具體地自我評述預計可達成的效果) (Briefly and specifically self-evaluate the expected results to be achieved.)
1、說明作品創作的成果是否能夠回應您所發現的問題？預計完成什麼成果？ Does the creation of the work respond to the problems you have identified? What results do you expect to achieve?	
2、過程可能面臨的問題與因應？ Possible problems and corresponding solutions during the process?	
3、本計畫成果預計未來可能應用的領域或產業類型創作 Expected application areas or industries for the future based on the results of this project.	

Business Model 商業模式圖參考 Please refer to the Business Model Canvas for reference. :



※11 building blocks.

1. Customer segments.

List your most important (future) segments. Look for the segments that provide the most revenue.

2. Value proposition.

What are your products and services? What is the job you get done for your customer?

3. Revenue streams.

List your top three revenue streams. If you do things for free, add them here too.

4. Societal and environmental benefits.

What are you giving back to your community and planet?

5. Channels.

How do you communicate with your customer? How do you deliver the value proposition?

6. Customer relationships.

How does this show up and how do you maintain the relationship?

7. Key activities.

What do you do every day to run your business model?

8. Key resources.

The people, knowledge, means, and money you need to run your business.

9. Key partners.

List the partners that you can't do business without (not suppliers).

10. Cost structure.

List your top costs by looking at activities and resources.

11. Societal and environmental costs.

What's the negative impact of your business model?